



WCPO

ORDER

Print Date 10/19/12

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Flight Dates **10/20/12-10/29/12**

Contract / Revision **315326 /** **OH Checks and Balances 10.20-10.**

Original Date / Revision Agency Com 15%

10/19/12 10/19/12 Billing Contact

Advertiser **Checks and Balances For E**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact
7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2997**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$32,640.00	\$38,400.00	0.00	10/01/12	10/28/12	19	\$32,640.00	\$38,400.00
November 2012	2	\$2,465.00	\$2,900.00	0.00	10/29/12	10/29/12	2	\$2,465.00	\$2,900.00
Totals	21	\$35,105.00	\$41,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WCPO	10/20/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$900.00	P-1	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-----		0			\$0.00			0.00		
Week:		10/22/12	10/28/12	M-WT---		3			\$900.00			0.00		
Week:		10/29/12	11/04/12	M-----		1			\$900.00			0.00		
N 2	WCPO	10/20/12	10/29/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S-		1			\$450.00			0.00		
Week:		10/22/12	10/28/12	-----S-		1			\$450.00			0.00		



WCPO

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kypost.com

Contract / Revision 315326 Flight Dates 10/20/12-10/29/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:20:00

Advertiser Checks and Balances For E Product OH Checks and Balances 1 Estimate # 2997

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WCPO	10/20/12	10/29/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 3	WCPO	10/20/12	10/29/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$450.00			0.00			
	Week:	10/22/12	10/28/12	-----S-		1			\$450.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 4	WCPO	10/20/12	10/29/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$450.00			0.00			
	Week:	10/22/12	10/28/12	-----S		1			\$450.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 5	WCPO	10/20/12	10/29/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$450.00			0.00			
	Week:	10/22/12	10/28/12	-----S		1			\$450.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 6	WCPO	10/20/12	10/29/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$800.00			0.00			
	Week:	10/22/12	10/28/12	-----S		1			\$800.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 7	WCPO	10/20/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
	Week:	10/22/12	10/28/12	-TWT---		3			\$2,000.00			0.00			
	Week:	10/29/12	11/04/12	M-----		1			\$2,000.00			0.00			
N 8	WCPO	10/20/12	10/29/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
	Week:	10/22/12	10/28/12	---T---		1			\$8,000.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 9	WCPO	10/20/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----		0			\$0.00			0.00			
	Week:	10/22/12	10/28/12	M-----		1			\$1,500.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
N 10	WCPO	10/20/12	10/29/12	OSU Football OSU Football	CM	1158a-1130p	MTW-FS-	:30	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$15,000.00			0.00			
	Week:	10/22/12	10/28/12	-----		0			\$0.00			0.00			
	Week:	10/29/12	11/04/12	-----		0			\$0.00			0.00			
Totals														21	\$41,300.00